



AMIR 2.0 Achievement of Market-Friendly Initiatives and Results Program

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National Tourism Strategy Launch – Government

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**NATIONAL TOURISM STRATEGY LAUNCH
Government**

Final Report

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Executive Summary

1. The National Tourism Strategy Launch day included four workshops to focus on the response of selected groups to the challenges in the Strategy most relevant to them.
2. The groups included: -
 - Hoteliers and Restaurants
 - Tour Operators, Airlines and Transport.
 - Government and Public Sector.
 - Guides
3. This report covers the Government and Public Sector Group.
4. Six challenges extracted from the NTS were identified as being most relevant to the group.
5. The attendance included, HE, the Secretary General of MOTA, senior officials of MOTA, officials of other Ministries and Agencies, and Private Sector representatives also attended and provided some integration.
6. HE, Dr. Alia Bouran attended for a period and contributed to the discussion.
7. **Challenge 1: “Overcoming the Fear Factor”.**

It was agreed that the Public Sector could help in a major way to diminish the effects of fear and to build up positive counter actions to it.

8. **Challenge 2: “Establish working partnerships between Public and Private Sectors”.**

This was one of critical interest. HE, the Secretary General was very helpful in stating clearly that he and MOTA fully supported this direction and he invited the Private Sector to begin discussions on actual projects.

9. **Challenge 3: “Developing and facilitating access, air travel and visas”.**

It was agreed that QAIA needed a major upgrade and that a start had been made to remedial action.

Staff training and overall co-ordinated operation needed improvement.

The main concern was the delay in adopting open skies. It was seen as a strategy to protect RJ, rather than what was needed to make Jordan's economy competitive.

10. Challenge 4: “Changing Jordan’s over reliance on traditional attractions”.

The strategic requirement to expand the range was well understood and accepted. Jordan’s richness in possibilities was explored. Government interventions should address this deficit.

The need for public/private partnerships was favourably discussed.

The development of interpretation and more investment at major sites was called for.

11. Challenge 5: “Greater investment by the Private Sector in investing in and managing public assets”.

There was wide support for the concept, but an appreciation of the difficulties and lack of track record. HE, Secretary General of MOTA gave some examples of initial small-scale success. He confirmed that MOTA would pursue this new strategy.

The principal challenge was the need to package the opportunity in a way attractive to the Private Sector.

12. Challenge 6: “Competition and Quality in everything Jordan does”.

There was a wide recognition of increased competitive pressures and the role of quality.

Proposals were made to cover: -

- Benchmarking – comparing Jordan with others.
- World Class Best Practice – in products and services.
- Site Management – upgrading visitor experiences.
- Local Community Involvement –

13. The workshop was lively with good engagement, debate and discussion. All six challenges were covered well, and there was a willingness to adopt new thinking and new approach.

The high level attendance was most helpful in contributing.

There was a lack of negativity or controversy. The strategic directions were agreed and the challenge remains to get implementation moving.

14. The discussion was encapsulated into PowerPoint by Fadia Hussein, as the discussion proceeded. These are reproduced in the report and set out the full listing of priorities agreed by the workshops as action points.

Introduction

The launch of the National Tourism Strategy on 27th September 2004 marked an important benchmark for the tourism sector in Jordan.

The launch event was developed to include a series of workshops and question and answer sessions with the industry.

This report covers the workshop for the Government and Public Sector interests.

While this group formed the bulk of the attendance of circa 40 people, others did attend from the Private Sector to discuss the challenges, and particularly the public private partnership aspects.

The consultant identified and segmented the challenges for all four workshops and briefed the facilitators.

Presentation, including challenges and group response


Slide 1




Slide 2

Government - Group Presentation		
Action	Responsibility	Time Frame
1- Overcoming the Fear Factor <ul style="list-style-type: none">▪ Use "Campaign Approach" to brand Jordan as a safe destination, to ensure continuity and effectiveness of the message. Utilize Jordanian Embassies abroad, media channels, etc.▪ FAM trips on site▪ Utilize international exhibitions▪ Improve quality of information reaching external markets, effective use of statistics▪ Identify Jordan distinctly vs. the Middle East▪ Home town publicity		
Jordan NATIONAL TOURISM STRATEGY 2004 - 2010		


Slide 3

Government - Group Presentation		
Action	Responsibility	Time Frame
2- Establishing Working Partnership between the Public & Private Sectors <ul style="list-style-type: none"> Effectively communicate concept & definition of true partnerships between the sectors Adopt a modern attitude by the Public Sector in providing its services (e.g. one-stop-shop concept) Enable Role of Civil Society 		
		


Slide 4

Government - Group Presentation		
Action	Responsibility	Time Frame
3- Developing & Facilitating Access, Air Travel & Visas <ul style="list-style-type: none"> Implement open skies policy : the need to introduce competition to protect overall economy 		Immediate
<ul style="list-style-type: none"> Modernize QAIA facilities Build Capacity and train staff in airports and land borders (working ethics and environment) 		Immediate
		


Slide 5

Government - Group Presentation		
Action	Responsibility	Time Frame
4- Changing Jordan's over reliance on traditional attractions <ul style="list-style-type: none"> ▪Diversify products to cater for different 'clients', explore non-traditional sites and identify how to network these with the traditional sites. ▪Modernize services of sites (transport etc) ▪Introduce new events and more sophisticated entertainment packages 	Private sector	
		


Slide 6

Government - Group Presentation		
Action	Responsibility	Time Frame
4- continued <ul style="list-style-type: none"> ▪Identify carrying capacities & set a careful management plan to sustainably manage newly discovered sites to promote sustainable tourism ▪Increase involvement of the private sector in the diversification of the product and in investing in tourism projects ▪Create partnerships with other governmental sectors 	Private sector	
		

Slide 9

Government - Group Presentation		
Action	Responsibility	Time Frame
6- Competitiveness and Quality in Everything Jordan Does <ul style="list-style-type: none"> ▪ Benchmarking: need to know who do we want to be at the end of the day, and therefore who we compare ourselves against ▪ Product must be at world-class level in order to compete and overcome the external difficulties (regional political issues, etc.). Need to think as one individual and not separate our interests 		
		

Slide 10

Government - Group Presentation		
Action	Responsibility	Time Frame
6- continued <ul style="list-style-type: none"> ▪ Create Site Management Units, to include private-public partnerships in setting the management plan of the site (sustain, upgrade, market and promote). ▪ Need to include the local communities, by promoting/marketing the traditions, agricultural products, and traditional products of all 12 regions in Jordan. 		
		

Meetings

Meetings relevant to the mission were held with:-

Sultan Al Jabber, Secretary General MOTA.

Ibrahim Osta – AMIR.

Lina Omar – AMIR.

Rula Soussou – AMIR.

Fadia Hussein – Consultant.

Frank Magee - Consultant Facilitator.

Mark Mortell – Consultant Facilitator.

Deirdre Lennon – Consultant Facilitator.

NTS Launch Group – All persons involved in various aspects of launch event.

Public Relations Consultant.

Munir Nasser – Facilitator of Question and Answer Session.